

PRAN

CERTIFICATE AWARD CEREMONY

ISO 9001 QUALITY MANAGEMENT SYSTEM

Chief Guest : Hon'ble MR TOFAEL AHMED, MP, Minister of Industries

Govt of People's Republic of Bangladesh

PRAN

MESSAGE

It gives me great pleasure to know that the pioneering agro-processing industry of Bangladesh; Agricultural Marketing Co Ltd - PRAN has achieved the distinction of being an ISO 9001 certified enterprise. It is not surprising that AMCL - PRAN is the first and still the only agro-processor to be so certified.

This is further proof of PRAN's unrelenting efforts towards perfection. If Bangladeshi food products are to fulfill their potential in the international markets there can be no question of compromising with quality and I am confident that PRAN's sound management will leave no stone unturned to bring fresh laurels to this emerging sector.

I take this opportunity to assure AMCL - PRAN and agro-business entrepreneurs of the Government's whole-hearted support to enable this nascent but highly productive sector reach its full potential as quickly as possible.

I wish PRAN all the best in its future endeavors to develop our agriculture and agro-related activities.

Joi Bangla Joi Bangabandhu
May Bangladesh live forever

Tofael Ahmed, MP
Minister of Industries

Govt of People's Republic of Bangladesh

MESSAGE

During the current debate about globalisation, and the riots in what we like to think are the advanced countries of the world, it is indeed reassuring to see such companies as PRAN doing their best to achieve international respect, via recognized quality management standards.

Bangladesh might be poor country, and perhaps there are dangers from the removal of international protective tariffs in a few years time. It is heartening, however, to see PRAN getting ready for the competition by improving their own management standards. If PRAN is typical of companies in Bangladesh, then that country has nothing to fear from the pressure of international competition. We should have great respect for the attitude of those owners, directors and managers who have chosen to confront competition, not by complain but by improving themselves.

Good luck to you all at PRAN, I hope you have a wonderful day at the ceremony. I am sorry I cannot attend, but my thoughts are with you.

Thank you for choosing URS as your certification body. We are proud to have worked with you, and I look forward to a long and fruitful association.

Dr Richard J. Murphy
Regional Representative
United Registrar of Systems Ltd, United Kingdom

WHY PRAN ?

We in Bangladesh are blessed with a climate ideally suited to agriculture, specially fruits and vegetables-rich in taste and flavor; sweet, mellow and juicy.

Our deltaic plains are among the most fertile in the world created and drained by the mighty rivers-the Padma, Jamuna & the Meghna. There is plenty of water.

And farming is a way of life to our people.

Out comparative advantage as an economy lies in agriculture. We believe the way to economic prosperity is through agri and agro-business.

PRAN is in testimony to our convictions. It stands for : "Program for Rural Advancement Nationally" or in Bangla : "প্রগতি কৃপায়নে অগ্রণী নবোদ্যম"

PRAN is the largest grower and processor of fruits and vegetables.

Our contract growers cultivate the choicest fruits and vegetables which are processed in our modern and hygienic factory at Ghorashal to highest quality standards.

PRAN'S ISO 9001 CERTIFICATION



PRAN a name synonymous with quality is now ISO 9001 certified. This makes AMCL-PRAN the first and still the only food processing industry in Bangladesh to earn this prestigious distinction.

ISO 9001, the supreme certification level involves all steps in the manufacturing chain from development to distribution. The system ensures that PRAN products reach the consumer maintaining the highest levels of quality.

PRAN the innovator and market leader has once again set a trend for others to follow. The processing industry must therefore up-grade itself to be competitive thus achieving credibility internationally.

Rigorous training of personnel ensures PRAN will always maintain its reputation for quality par excellence. The Company looks to future success by its pledge to its consumers - quality products easily available at competitive prices.



QUALITY POLICY OF AMCL-PRAN

It is the policy of Agricultural Marketing Co Ltd to Market products of consistent quality at home & abroad as per world standards produced hygienically in accordance with good manufacturing practices in state-of-the-art plant & processes; packed in appropriate packaging & remain committed to these objectives at all times.

AMCL has adopted ISO 9001 as the model for their quality management system. Accordingly a documented system of procedures and instructions have been established throughout the organization defining business processes, responsibilities & authorities.

Management is committed to providing the resources & creating an environment in which each employee can contribute his/her skill, talent & ideas in a never ending process of improvement & innovation in all aspects of business.



PRAN PRODUCT LAUNCH CALENDAR

JUNE 93	AUGUST 93	DECEMBER 93	JANUARY 94	APRIL 94	JUNE 94	JULY 94	OCTOBER 94
PINEAPPLE SLICE, PINEAPPLE JUICE	MANGO JUICE	MIXED FRUIT SHERBAT	PINEAPPLE, MANGO & LEMON SQUASH, MANGO JUICE BOTTLE	MANGO PICKLE	WHITE VINEGAR, TOMATO KETCHUP, ROSE WATER, MANGO JAM	GARLIC PICKLE, CHILLI PICKLE	KEWRA WATER
MIXED FRUIT JAM	TOMATO JUICE	OLIVE PICKLE	SWEET BOROI PICKLE	ORANGE JELLY, APPLE JELLY	ORANGE DRINK	ORANGE SQUASH, MANGO JUICE PAK	SATKORA PICKLE
HOT TOMATO SAUCE	LITCHI DRINK, TETUL CHUTNEY, APPLE DRINK	BOROI CHUTNEY	OLIVE CHUTNEY	MINERAL WATER	ORANGE JUICE PAK	MANGOPINE & PINEAPPLE JUICE PAK, THAI CHILLI SAUCE, TOMATO PASTE	AND MANY MORE UNDER RESEARCH & DEVELOPMENT